

Here are the "Bear" facts . . .

Color Shots Are Easy and Inexpensive with an **argus**



Taken by Richard Bills with an Argus C2 Camera at 1/25 second; f:9. aperture.

A TRIP to the zoo is a lasting adventure with an Argus Candid Camera. Snap lifelike action shots you'll be proud to show your friends. Colors stand out sharp and clear in all their natural beauty . . . so much more effective than ordinary gray snapshots.

Color shots are surprisingly inexpensive with Argus. Model M offers a choice of half-size as well as full-size pictures . . . twice as many snaps to the roll, twice as economical. You can depend on excellent results from the Argus precision-built, fully color corrected, triplet Anastigmat lenses. Pictures like the one above are easy to get.

See Argus Candid Cameras on display at your local dealer's today. Choice of seven models, each fully color corrected, from \$7.50 to \$30.00.

argus

CANDID CAMERAS AND PHOTOGRAPHIC EQUIPMENT
ANN ARBOR, MICHIGAN



argus MODEL M \$7.50

Triplet Anastigmat f:6.3 lens, fully color corrected. Uses 35 mm. Arguspan film, specially spooled Dufaycolor film or Kodachrome. Shutter mount marked "dull," "cloudy," "bright," "sunshine," "color," to make good picture-taking easy.



argus MODEL C-3 \$30

Fast "Cintar" f:3.5 triplet Anastigmat lens, fully color corrected. Built-in flash synchronizer. Coupled range finder for critical focusing from 3 feet to infinity. Shutter speeds from 1/5 to 1/300 second. Uses inexpensive 35 mm. film in standard cartridge.

For Further Information Ask Your Local Authorized Argus Dealer or Mail Coupon Below



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364 Fourth St., Ann Arbor, Mich.
Please send me complete Argus literature and information on how to save money on finished picture costs.

Name _____

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